



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 585387 /		<u>Alt Order #</u>
<u>Product</u> Matheson for Congress 2012		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u> 12833
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 10/22/12 / 10/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Media Strategies & Research**  
**1580 Lincoln St**  
**Suite 510**  
**Denver, CO 80203**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	13	10/29/12	10/30/12	M-F 5a-530a	5a-530a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$175.00			
N 2	13	10/29/12	11/06/12	M-F 530a-6a	530a-6a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$175.00			
Week:		11/05/12	11/11/12	-T-----				1	\$175.00			
N 3	13	11/05/12	11/06/12	M-F 6a-7a	6a-7a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$375.00			
N 4	13	10/31/12	10/31/12	M-F 7a-8a	7a-8a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$375.00			
N 5	13	11/01/12	11/01/12	M-F 8a-9a	8a-9a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$375.00			
N 6	13	11/01/12	11/01/12	M-F 4p-5p	4p-5p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$200.00			
N 7	13	11/04/12	11/04/12	Su 9p-1005p	9p-1005p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,500.00			
<b>Totals</b>											<b>8</b>	<b>\$3,350.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	8	\$3,350.00	\$2,847.50
<b>Totals</b>	<b>8</b>	<b>\$3,350.00</b>	<b>\$2,847.50</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



# Station Order Add to Schedule Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

12833

**Contact:** Kent Carbon

**Phone:** 801-532-1300

**Email:** kent.carbon@fox13now.com

**Fax:** 801-536-1334

**Direct:** 801-536-1338

## KSTU-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
KSTU 5a News	EM	M-F		\$175.00		1								1
5:00 AM 5:30 AM		30		\$175.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
KSTU 5:30a News	EM	M-F		\$175.00	1								1	2
5:30 AM 6:00 AM		30		\$350.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
KSTU 6a News	EM	M-F		\$375.00								1		1
6:00 AM 7:00 AM		30		\$375.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
KSTU 7a News	EM	M-F		\$375.00			1							1
7:00 AM 8:00 AM		30		\$375.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
KSTU 8a News	EM	M-F		\$375.00				1						1
8:00 AM 9:00 AM		30		\$375.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
Judge Judy	EF	M-F		\$200.00					1					1
3:00 PM 4:00 PM		30		\$200.00										
Dr. Oz	EF	M-F		\$200.00				1						1
4:00 PM 5:00 PM		30		\$200.00										
KSTU 5:30p News	EN	M-F		\$400.00		1								1
5:30 PM 6:00 PM		30		\$400.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
Sunday 9p News	LN	Su		\$1,500.00							1			1
9:00 PM 10:00 PM		30		\$1,500.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
<b>Station Gross Totals</b>				<b>\$3,950.00</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>		<b>1</b>	<b>1</b>	<b>1</b>	<b>10</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/22/2012 11:14:48 AM

KSTU-TV

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suzannel@mediastrategies.com



# Station Buy Detail

## Salt Lake City, TV add

Est ID: 12833

**Client:** Matheson for Congress 2012

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

### KSTU-TV

Program Name	DP	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
KSTU 5a News	EM	M-F	\$175.00		1								1
5:00 AM - 5:30 AM		30	\$175.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear													
KSTU 5:30a News	EM	M-F	\$175.00	1								1	2
5:30 AM - 6:00 AM		30	\$350.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear													
KSTU 6a News	EM	M-F	\$375.00								1		1
6:00 AM - 7:00 AM		30	\$375.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear													
KSTU 7a News	EM	M-F	\$375.00			1							1
7:00 AM - 8:00 AM		30	\$375.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear													
KSTU 8a News	EM	M-F	\$375.00				1						1
8:00 AM - 9:00 AM		30	\$375.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear													
Dr. Oz	EF	M-F	\$200.00				1						1
4:00 PM - 5:00 PM		30	\$200.00										
Sunday 9p News	LN	Su	\$1,500.00							1			1
9:00 PM - 10:00 PM		30	\$1,500.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear													
<b>Station Totals</b>			<b>\$3,350.00</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>			<b>1</b>	<b>1</b>	<b>1</b>	<b>8</b>
<b>Station Net</b>			<b>\$2,847.50</b>										

KSTU-TV

Kent Carbon

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

5020 Amelia Earhart Dr Salt Lake City UT

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